

## Exhibit 300: Capital Asset Summary

### Part I: Summary Information And Justification (All Capital Assets)

#### Section A: Overview & Summary Information

**Date Investment First Submitted:** 2009-06-30  
**Date of Last Change to Activities:** 2012-08-21  
**Investment Auto Submission Date:** 2012-02-16  
**Date of Last Investment Detail Update:** 2011-09-15  
**Date of Last Exhibit 300A Update:** 2012-06-12  
**Date of Last Revision:** 2012-08-21

**Agency:** 012 - Department of Labor      **Bureau:** 25 - Departmental Management

**Investment Part Code:** 01

**Investment Category:** 24 - E-Gov & LoB initiatives

**1. Name of this Investment:** OASAM - Benefits.gov

**2. Unique Investment Identifier (Ull):** 012-999990020

#### Section B: Investment Detail

- 1. Provide a brief summary of the investment, including a brief description of the related benefit to the mission delivery and management support areas, and the primary beneficiary(ies) of the investment. Include an explanation of any dependencies between this investment and other investments.**

Benefits.gov formerly known as Govbenefits.gov is the official benefits web site of the U.S. Government, providing all citizens with information and eligibility prescreening services for more than 1,000 Federal and State benefit and assistance programs. Benefits.gov provides users with a free, easy, and confidential online questionnaire to determine the specific benefit programs that they are likely eligible to receive. In December 2008, Benefits.gov partnered with the Department of Homeland Security, Federal Emergency Management Agency to successfully launch the DisasterAssistance.gov site. DisasterAssistance.gov was a result of a President's Executive Order through operations of the Disaster Assistance Improvement Plan (DAIP) that eliminated the costs associated with maintaining redundant systems. More than 31 million US citizens have obtained information through the Disasterassistance.gov (DAIP) investment. Citizens solely depend on Benefits.gov to provide disaster assistance information from their 17 federal agency partnerships, in an effort to reduce the number of forms filed and shorten application times.

- 2. How does this investment close in part or in whole any identified performance gap in support of the mission delivery and management support areas? Include an assessment of the program impact if this investment isn't fully funded.**

The Benefits.gov Program is one of the original E-Gov initiatives founded in 2002, with the objective of leveraging technology to increase the efficiency and ease with which citizens interact with the government. Benefits.gov provides users with a free, easy, and confidential online questionnaire to determine the specific benefit programs that they are likely eligible to receive and application information for each identified program. Citizens obtain value by more quickly identifying benefit programs for which they may be eligible, while frequently learning about benefits that they are eligible for that they would have never known about otherwise. The 17 Federal partner agencies obtain value by having citizen benefit inquiries come through the lower cost Internet channel, as opposed to through a call center or in-office visit. Additionally, since citizens are often able to ascertain their eligibility for specific programs using Benefits.gov, agencies save additional money by not needing to review applications from citizens who are ultimately deemed ineligible. Benefits.gov identifies and fulfills performance gaps in regards to a reduced response time and access to information. Prior to Benefits.gov, citizens were required to visit multiple websites in order to determine eligibility requirements. Benefits.gov provides a central hub for benefits information, where citizens can easily access all available eligibility and prescreening services for more than 1,000 Federal and State benefit and assistance programs.

**3. Provide a list of this investment's accomplishments in the prior year (PY), including projects or useful components/project segments completed, new functionality added, or operational efficiency achieved.**

Inform Citizens Enhanced citizen awareness of available government benefit programs by applying increasingly economic outreach solutions to include expanded use of Twitter and the launch of a Benefits.gov Facebook page. Improve User Experience Improved benefit eligibility prescreening questionnaire, migrated DisasterAssistance.gov into a cloud-hosted environment, and upgraded the Content Management System to enable more frequent updates and operation in the cloud.

**4. Provide a list of planned accomplishments for current year (CY) and budget year (BY).**

The following accomplishments are planned using \$450K of FY11 carry-over funds plus \$3.2M of FY12 funds: CY 2012 Inform Citizens Expand use of Facebook and Twitter to increase program outreach potential to citizens nationwide at the least possible cost. Investigate applicability of additional social media outreach tools such as YouTube and develop implementation plan for same as appropriate. Improve User Experience Develop and implement requirements obtained through user feedback obtained from tools such as ForeSee Results and the Federal Citizen Information Center to enhance website usability and value to citizens. Conduct Efficient Operations Conduct market research to ascertain whether commercial cloud hosting providers can provide enhanced hosting services at a reduced cost relative to the current government-hosted service provider. Manage Program Costs Continue to identify cost saving opportunities and to apply the Strategic Planning process with the 17-member Federal agency partnership to determine which work will most effectively accomplish the program mission of connecting citizens to government benefit programs at the least possible cost. BY2013 Inform Citizens Research and as appropriate implement mobile technology to provide citizens with increased access to government benefit program information, particularly when they may not have access to the internet via other devices such as in times of disaster. Improve User Experience Develop and implement

requirements obtained through user feedback obtained from tools such as ForeSee Results and the Federal Citizen Information Center to enhance website usability and value to citizens. Conduct Efficient Operations Migrate the Benefits.gov website portfolio to an established, secure and economic commercial cloud hosting provider. Manage Program Cost Continue to identify cost saving opportunities and to apply the Strategic Planning process with the 17-member Federal agency partnership to determine which work will most effectively accomplish the program mission of connecting citizens to government benefit programs at the least possible cost.

- 5. Provide the date of the Charter establishing the required Integrated Program Team (IPT) for this investment. An IPT must always include, but is not limited to: a qualified fully-dedicated IT program manager, a contract specialist, an information technology specialist, a security specialist and a business process owner before OMB will approve this program investment budget. IT Program Manager, Business Process Owner and Contract Specialist must be Government Employees.**

2010-07-23

## Section C: Summary of Funding (Budget Authority for Capital Assets)

1.

Table I.C.1 Summary of Funding

	PY-1 & Prior	PY 2011	CY 2012	BY 2013
Planning Costs:	\$1.3	\$0.0	\$0.0	\$0.0
DME (Excluding Planning) Costs:	\$2.7	\$0.0	\$0.0	\$0.0
DME (Including Planning) Govt. FTEs:	\$0.0	\$0.0	\$0.0	\$0.0
Sub-Total DME (Including Govt. FTE):	\$4.0	0	0	0
O & M Costs:	\$48.7	\$3.4	\$3.0	\$4.0
O & M Govt. FTEs:	\$2.0	\$0.2	\$0.2	\$0.2
Sub-Total O & M Costs (Including Govt. FTE):	\$50.7	\$3.6	\$3.2	\$4.2
Total Cost (Including Govt. FTE):	\$54.7	\$3.6	\$3.2	\$4.2
Total Govt. FTE costs:	\$2.0	\$0.2	\$0.2	\$0.2
# of FTE rep by costs:	9	1	1	1
Total change from prior year final President's Budget (\$)		\$0.0	\$0.0	
Total change from prior year final President's Budget (%)		0.00%	0.00%	

**2. If the funding levels have changed from the FY 2012 President's Budget request for PY or CY, briefly explain those changes:**

CY2012 Budget reduced due to budget constraints across partnering agencies. As a result reduced scope and activities in CY2012.

## Section D: Acquisition/Contract Strategy (All Capital Assets)

Table I.D.1 Contracts and Acquisition Strategy

Contract Type	EVM Required	Contracting Agency ID	Procurement Instrument Identifier (PIID)	Indefinite Delivery Vehicle (IDV) Reference ID	IDV Agency ID	Solicitation ID	Ultimate Contract Value (\$M)	Type	PBSA ?	Effective Date	Actual or Expected End Date
Awarded		DOLQ1196323 19	GS35F0306J	4730							

**2. If earned value is not required or will not be a contract requirement for any of the contracts or task orders above, explain why:**

Although GovBenefits.gov is in operations and maintenance mode and no major enhancements are planned to the system the program continues to focus on improvements that will increase citizen experience. As a result, EVM is not required, however the Program Manager has required that the contractor currently providing program, project and web site management support be required to report EVM on a monthly basis. The other interagency agreements only provide technical tools or transaction-priced services and therefore are not required to provide EVM. Additionally, the Program Manager will research performance-based criteria on future contracts. The Benefits.gov Program Management Office (PMO), assisted by the PMO contractor, collects and consolidates cost, schedule, and performance metrics utilizing an Integrated Master Schedule that tracks EVM for both contractor and government costs and tasks. Contractors report actual monthly cost and schedule data to ensure planned milestones are met on schedule and at cost. The Benefits.gov PMO submits a monthly EVM report to DOL and if cost or schedule variances exceed 5%, the Benefits.gov PMO works with the appropriate personnel to develop a corrective action plan. The Program Manager also meets with the PMO contractor on a weekly basis to review costs to date, cost projections, staffing changes and issues related to cost and schedule. All actions from the meeting are recorded and their status reviewed each week for progress.

## Exhibit 300B: Performance Measurement Report

### Section A: General Information

**Date of Last Change to Activities:** 2012-08-21

### Section B: Project Execution Data

**Table II.B.1 Projects**

Project ID	Project Name	Project Description	Project Start Date	Project Completion Date	Project Lifecycle Cost (\$M)
0020020000	FY 2012 Solution Improvements Project (Goal 2: Improve User Experience)	Address Improvements and changes to improve user experience. Identify, design, implement, and test updates to the solution and its components.			

**Activity Summary**

Roll-up of Information Provided in Lowest Level Child Activities

Project ID	Name	Total Cost of Project Activities (\$M)	End Point Schedule Variance (in days)	End Point Schedule Variance (%)	Cost Variance (\$M )	Cost Variance (%)	Total Planned Cost (\$M)	Count of Activities
0020020000	FY 2012 Solution Improvements Project (Goal 2: Improve User Experience)							

**Key Deliverables**

Project Name	Activity Name	Description	Planned Completion Date	Projected Completion Date	Actual Completion Date	Duration (in days)	Schedule Variance (in days )	Schedule Variance (%)
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NONE

## Section C: Operational Data

Table II.C.1 Performance Metrics

Metric Description	Unit of Measure	FEA Performance Measurement Category Mapping	Measurement Condition	Baseline	Target for PY	Actual for PY	Target for CY	Reporting Frequency
Maintain the "Benefits.gov Customer Satisfaction Index Number" at 65 or higher. The CSI is a metric measured and calculated by ForeSee Results through an online survey of Benefits.gov site visitors. The CSI metric along with the discrete survey results allows the investment to ensure users are finding	#	Customer Results - Customer Benefit	Over target	61.000000	68.000000	67.000000	68.000000	Semi-Annual
ncrease and/or maintain the "Monthly Average Number of Benefits.gov site Visits" by 25% or higher over baseline. Benefits.gov provides citizens a service by maintaining benefits program information from 17 federal partners along with state and local benefits program information on a single site; and utilizes functionality to match citizens to potential programs. The investment leverages marketing	#	Mission and Business Results - Support Delivery of Services	Over target	257565.000000	403827.000000	426742.000000	403827.000000	Semi-Annual



Table II.C.1 Performance Metrics

Metric Description	Unit of Measure	FEA Performance Measurement Category Mapping	Measurement Condition	Baseline	Target for PY	Actual for PY	Target for CY	Reporting Frequency
and outreach tools and mechanisms to connect citizens with the site.								
<p>increase and/or maintain the "Monthly Average Number of GovLoans.gov site Visits" by 25% or higher over baseline. GovLoans.gov is a separate site maintained by the investment. Its objective is to provide federal loan program information to citizens through a central site. The site leverages the Benefits.gov infrastructure and tools, and similar to Benefits.gov, the investment leverages marketing and outreach tools and mechanisms to connect citizens with the GovLoans.gov site.</p>	#	Mission and Business Results - Support Delivery of Services	Over target	13960.000000	46889.000000	44901.000000	46889.000000	Semi-Annual
<p>Increase the number of "Benefits.gov Data Releases" from once a month to twice month and maintain at twice a month. A major objective of the Benefits.gov site is to suggest to citizens potential benefits</p>	#	Technology - Information and Data	Over target	1.000000	1.000000	1.000000	2.000000	Monthly

Table II.C.1 Performance Metrics

Metric Description	Unit of Measure	FEA Performance Measurement Category Mapping	Measurement Condition	Baseline	Target for PY	Actual for PY	Target for CY	Reporting Frequency
programs that they may meet eligibility requirements and provide information on the program itself. The Data Releases implement the changes and ensures the site provides citizens with the latest information available.								
Maintain the "Number of Customized Connections" at 1 or higher. The Benefits.gov investment provides several tools and functionalities that can be re-used to connect citizens with federal program information. The investment will continue to maintain GovLoans.gov and other customized connection opportunities to leverage the Benefits.gov capabilities.	#	Process and Activities - Management and Innovation	Over target	0.000000	1.000000	1.000000	1.000000	Semi-Annual
Increase and/or maintain the "Average # of Partner Program Page Views per Month" on Benefits.gov by 25% or higher over baseline. Through	#	Customer Results - Service Coverage	Over target	378747.000000	557977.000000	5954396.000000	557977.000000	Semi-Annual

Table II.C.1 Performance Metrics

Metric Description	Unit of Measure	FEA Performance Measurement Category Mapping	Measurement Condition	Baseline	Target for PY	Actual for PY	Target for CY	Reporting Frequency
the Benefit Finder and other Search tools, the site suggests to the citizen user potential programs that they may meet eligibility requirements. This metric tracks the how often the citizen user views one of the suggested benefits program detailed information.								
Maintain the "Average # of Referrals per Month from Benefits.gov Websites to Partner Agency Websites" at the baseline level or higher. Provides citizen users with information regarding the federal partners specific program benefits, the site provides a link to the partner agency website so the citizen user can gain additional information on the program and the applicaiton process. This metric tracks the how often the citizen user proceeds to the partner agency web site.	#	Process and Activities - Management and Innovation	Over target	124300.000000	126876.000000	116005.000000	126876.000000	Semi-Annual